

Gate Petroleum #326



Over the past few years, Manager Judy Dill and crew have kept lottery games front and center at **Gate Petroleum #326** in **Fort Mill**. Players and winning tickets keep pouring in! The staff is always helpful and comfortable sharing information about games and offering options to customers. The location made the Million Dollar Sales Club two years ago, and sales have kept going up. Dill says “it’s not hard when you have your staff and players engaged.” Their recipe is simple: keep the dispenser full, pay winning tickets up to and including \$500, aim for the sale, and utilize your biggest asset—friendly and helpful service.

New Games

Scheduled to launch Tuesday, October 6:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

HOLIDAY CLOSING: Thurs. and Fri., November 26 & 27, 2020 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 25 will be delivered on Fri., November 27.

McCray's Convenience Store



Perseverance and hard work contributed to the growth in lottery sales at **McCray's Convenience Store** in **Rock Hill**. This family-run store had one goal, to make the Million Dollar Sales Club. And they made it! The competitive group set ambitious goals every quarter and were anxious to know the results. In the first quarter of 2020, McCray's increased sales by 25 percent over the previous year. Jeff, Lee, and staff always keep an eye on what players are buying, which games they are looking for, and which games are winning more so they can ask for the sale!

TICKET Alerts

LAST DAY TO SELL

Wed., October 7: Junior Jumbo Bucks (#1182)
Wed., October 14: The \$500 (#1196), Wild Cash (#1203) & \$500,000 Jackpot (#1214)
Wed., October 28: Loteria™ (#1129), Triple Play (#1174), Top Dollar (#1207), Lucky \$50 (#1217) & 10X (#1222)

LAST DAY TO RETURN

Fri., October 2: 3 Times Lucky (#1116), Lucky Corners (#1185) & “\$” (#1205)
Fri., October 9: Quick 6 (#1134) & Win It All (#1189)
Fri., October 16: \$10 Gold Rush (#1162)

LAST DAY TO REDEEM

Tues., October 6: Right on the Money (#1156)
Tues., October 13: \$100 Win (#1171) & 777 Multiplier (#1190)
Tues., October 27: Mighty Jumbo Bucks (#1133)

- Dates Current as of 9/21/2020.

SELLING Points

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Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!


www.PlayResponsiblySC.com




OVERSIZED DISPENSER DISPLAY

GAME: SC1248 MONEY

CORRECT



INCORRECT



As of 9/22/20, SC1248 MONEY will be displayed in the oversized dispensers. If you have multiple oversized displays, **MONEY tickets should be the only tickets in BOTH displays.** All other games need to be removed from that dispenser and displayed in your standard space. MONEY tickets are perforated horizontally and two tickets will display to your customers in the dispenser. **REMOVE any \$500,000 JACKPOT or GAME OF SUITS labels from dispensers and place MONEY LABEL(S) provided in your allocation on ALL oversized dispensers.**

The First of It’s Kind, the \$10 MONEY Instant Ticket is on Sale Now!

By Julie Huffman, Beneficiary Communications Coordinator

It’s the first of its kind and it’s finally here - the brand new \$10 instant ticket **MONEY**, goes on sale Tuesday, September 22!

It’s loaded with potential \$100 prizes including a top prize of \$300,000 – a first for the Lottery in South Carolina.

This horizontal ticket is covered in enticing sparkles, which are sure to catch your customers’ eye. There are two separate games on the face of the **MONEY** ticket to increase scratch time and fun!

MONEY is the same size as a regular \$10 ticket, but its placement in your store’s ticket dispenser will be different. **MONEY** tickets should be featured in the oversized dispenser presented long ways. A removable vinyl sticker “LOADED WITH \$100 PRIZES!” should be attached to the

oversized dispenser above where two **MONEY** tickets are visible. These vinyl stickers will be included in your initial allocation package.

The infographic above will assist you in how to properly display the **MONEY** instant ticket. If you have additional questions on how to display the **MONEY** ticket and point-of-sale material, please contact your Marketing Sales Representative.

MONEY is sure to be a bang for your customers’ buck and bring the fun to your store!

Top Prize Odds: 1 in 660,000. Overall Odds: 1 in 3.60.



Find a Winning Gem with New Series of Scratchers

By Caroline Hinson, Product Manager

Here is an opportunity for your players to buy their own precious GEM! Introducing the new CAROLINA BLACK instant ticket series launching Tuesday, October 27.

With chances to win top prizes of \$5,000 in the \$1 **CAROLINA BLACK SAPHIRE** game, \$30,000 in the \$2 **CAROLINA BLACK EMERALD** game, \$125,000 in the \$5 **CAROLINA BLACK RUBY** game and \$250,000 in the \$10 **CAROLINA BLACK DIAMOND** game. There’s a chance for everyone to win!

The series debuts increasing bonus boxes at each price point, ranging in bonus prize amounts from \$25 to \$200! Will your players search for a sapphire or discover a diamond? Encourage your lottery players to give the \$1, \$2, \$5, and \$10 CAROLINA BLACK series of instant games a try. They might just find a winning GEM!



Join Players’ Club for a Chance to be the “First Powerball® Millionaire of the Year!”

This Fall, the South Carolina Education Lottery will be offering its Players’ Club members a chance to be the “First Powerball® Millionaire of the Year!”

Details on how to enter for a chance to win \$1 MILLION will be emailed to all Players’ Club members. More information regarding eligibility and selection procedures will be shared when the “First Powerball® Millionaire of the Year!” promotion launches.

Joining the Players’ Club is free, so encourage your Powerball® players to sign up now at sclottery.com.

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